

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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March 6, 1997

RJR Account #081120
Mr. C. Polino
BUFFALO TOBACCO

APRIL DORAL BOX 100 B1G1F / PROMOTION #700447

Dear Coz:

DORAL B1G1F *pre-sleeved* product has been ordered (see quantities listed below), as well as 45 skus of 4-carton displays (Item #526424) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

(6M) Cases

<u>B1G1F</u>	<u>STYLE</u>	<u>UPC Code</u>
3	<i>Full Flavor Box 100</i>	12300-23993
3	<i>Light Box 100</i>	12300-23994

<u>Product / Premium Arrival:</u>	<u>March 31, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: April 7, 1997</u>
<u>SKU CUBE:</u>	<u>0.2618</u>
<u>SKU WT (w/o Product):</u>	<u>0.7600 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>20 units</u>
<u>Billing per Sku:</u>	<u>2 Savings Cartons</u>
<u>EFT \$ Amount:</u>	<u>\$258.51</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

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B1G1F
BUFFALO TOBACCO

Promotion Description:

Utilize 4-Carton Shipper Display. Place 20 *pre-sleeved* B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

SHIP TWO (2) DISPLAYS TO EACH ACCOUNT ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$21.00 (1.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORBOX.DOC

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SIS - VAP SCROLL LIST

IMS904B1 PAGE: 007

WHOLESALE: 081120 BUFFALO TOBACCO PROD

INSTRUCTIONS: DORAL BOX BIG1F INTRODUCTION:

DORAL LIGHT BOX 100 / DORAL FULL FLAVOR BOX 100

SHIP (2) DISPLAYS TO EACH RETAIL ACCOUNT

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	259488	1626 01	BUFFALO TOBACCO PRD	202-208 RHODE ISLAND	BUFFALO	NY		C 12	272
	396739	1626 01	FAY'S LEADER DRUG	801 TONAWANDA ST	BUFFALO	NY		A 24	450
	398677	1626 01	CORNER STORE	2815 DELAWARE AVE	KENMORE	NY		A 12	110
047514	624663	1626 02	A-PLUS #60838	1301 HERTEL AVE	BUFFALO	NY		A 12	258
	660889	1626 01	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY		A 12	120
	667214	1626 01	NFT MOBIL	8721 NIAGARA FALLS B	NIAGARA FALLS	NY		A 12	120
	716625	1626 01	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY		A 12	100
	765525	1626 01	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY		C 24	900
	396778	1626 02	TILE DRUG	1031 CLEVELAND DR	CHEEKTOWAGA	NY		C 12	234
	397228	1626 02	CHEP'S DELI, INC.	547 ELMWOOD AVE	BUFFALO	NY		A 12	80
	517307	1626 02	GATES CIRCLE BEVERAG	1432 DELAWARE AVE	BUFFALO	NY		A 12	75
	665636	1626 02	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY		A 12	109
	691459	1626 02	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY		A 12	120
	765426	1626 02	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY		A 12	148
	323511	1626 03	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY		A 24	136
	397014	1626 03	CORNER STORE	2050 CLINTON ST	BUFFALO	NY		A 12	95
	397510	1626 03	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY		A 24	131
	397930	1626 03	CORNER STORE	155 LAKE AVE	LANCASTER	NY		A 24	124
	483559	1626 03	GANCI'S EXPRESS MART	1241 E LOVEJOY ST	BUFFALO	NY		A 24	199
	506533	1626 03	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY		A 24	109
	554322	1626 03	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY		A 24	107
	764902	1626 03	SINCLAIR DRUG	75 MAIN ST	WARSAW	NY		A 24	201

Total Accounts

22

3

144 Displays

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04/15/97

ACCOUNT NUMBER: 081120 BUFFALO TOBACCO PROD
VOUCHER NUMBER: 15350128 202-208 RHODE ISLAND
DATE WRITTEN: 04/15/97 BUFFALO, NY 14213
STATUS: PAID
AMOUNT PAID: 21.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.50	21.00

EXPLANATION: DORAL BOX BIG1F/#700447/CA

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